

ORDER



KSNW

Orders	Order / Rev: <u>103698</u>	
	Alt Order #: <u>06830029</u>	
	Product Desc: <u>BERKLEY FOR SENATE</u>	
	Estimate: <u>30S</u>	
	Flight Dates: <u>10/02/12 - 10/08/12</u>	Primary AE: <u>Amy McCreary</u>
	Original Date / Rev: <u>06/28/12 / 09/27/12</u>	Sales Office: <u>BLPHI</u>
	Order Type: <u>GENERAL</u>	Sales Region: <u>National</u>

Agency	Name:	<u>Shorr Johnson Magnus</u>		
	Buying Contact:		Billing Type:	<u>Cash</u>
	Billing Contact:		Billing Calendar:	<u>Broadcast</u>
		<u>1831 Chestnut St.</u>	Billing Cycle:	<u>EOM/EOC</u>
		<u>Philadelphia, PA 19103</u>	Agency Commission:	<u>15%</u>

Advertiser	Name:	Berkley, Shelley for Senate <i>(Revised)</i>	
	Demographic:	A35+	New Business Thru:
	Product Codes:	PLC01	Order Separation:
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN	Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/08/12	120	\$37,775.00	\$32,108.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	120	\$37,775.00	\$32,108.75	0.0

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCrea	Atlanta	South	Start Of Order - End Of Order	100%

Order Share

Class	Share	Total
KSNV	20%	\$37,775.00
Market	100%	\$188,875.00

Competitive Share

CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	32%	\$60,440.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$39,663.75
KTUD	0%	\$0.00
KVVU	25%	\$47,218.75
KWWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$3,777.50

Order / Rev: 103698
Alt Order #: 06830029
Flight Dates: 10/02/12 - 10/08/12

Advertiser: Berkley, Shelley for Senate
Product Desc: BERKLEY FOR SENATE
Estimate: 30S

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/02/12	10/05/12	Wake Up Early w/ Wagners	CM	430a-5a	-TWTF--	:30	4	\$50.003	0.00	NM		4	\$200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12 10/07/12 -TWTF-- 4 \$50.00 0.00															
E 2	KSNV	10/08/12	10/08/12	Wake Up Early w/ Wagners	CM	430a-5a	M-----	:30	1	\$50.003	0.00	NM		1	\$50.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 M----- 1 \$50.00 0.00															
E 3	KSNV	10/08/12	10/08/12	M-F 5-6a WakeUp w/Wagners	CM	5-6a	M-----	:30	1	\$200.003	0.00	NM		1	\$200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 M----- 1 \$200.00 0.00															
E 4	KSNV	10/02/12	10/05/12	M-F 5-6a WakeUp w/Wagners	CM	5-6a	-TWTF--	:30	4	\$200.003	0.00	NM		4	\$800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12 10/07/12 -TWTF-- 4 \$200.00 0.00															
E 5	KSNV	10/02/12	10/05/12	M-F 6-7a WakeUp w/Wagners	CM	6-7a	-TWTF--	:30	8	\$300.003	0.00	NM		8	\$2,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12 10/07/12 -TWTF-- 8 \$300.00 0.00															
E 6	KSNV	10/08/12	10/08/12	M-F 6-7a WakeUp w/Wagners	CM	6-7a	M-----	:30	2	\$300.003	0.00	NM		2	\$600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 M----- 2 \$300.00 0.00															
E 7	KSNV	10/08/12	10/08/12	Today Show	CM	658a-9am	M-----	:30	3	\$400.003	0.00	NM		3	\$1,200.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 M----- 3 \$400.00 0.00															
E 8	KSNV	10/02/12	10/05/12	Today Show	CM	658a-9am	-TWTF--	:30	12	\$400.003	0.00	NM		12	\$4,800.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12 10/07/12 -TWTF-- 12 \$400.00 0.00															
E 9	KSNV	10/02/12	10/05/12	Noon News	CM	12-1230pm	-TWTF--	:30	4	\$175.003	0.00	NM		4	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12 10/07/12 -TWTF-- 4 \$175.00 0.00															
E 10	KSNV	10/08/12	10/08/12	Noon News	CM	12-1230pm	M-----	:30	1	\$175.003	0.00	NM		1	\$175.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 M----- 1 \$175.00 0.00															
E 11	KSNV	10/08/12	10/08/12	M-F Today Show II 3rd HOM	CM	9-10a	M-----	:30	1	\$175.003	0.00	NM		1	\$175.00
TODAY II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 M----- 1 \$175.00 0.00															
E 12	KSNV	10/02/12	10/05/12	M-F Today Show II 3rd HOM	CM	9-10a	-TWTF--	:30	4	\$175.003	0.00	NM		4	\$700.00
TODAY II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12 10/07/12 -TWTF-- 4 \$175.00 0.00															
E 13	KSNV	10/02/12	10/05/12	CM	3-4p	-TWTF--	:30	4	\$200.003	0.00	NM		4	\$800.00	

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Advertiser: Berkley, Shelley for Senate
Product Desc: BERKLEY FOR SENATE
Estimate: 30S

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Dr. Phil											
				Dr Phil											
				PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/01/12	10/07/12	-TWTF--		4			\$200.00	0.00					
E 14	KSNV	10/08/12	10/08/12	Dr. Phil	CM	3-4p		:30	1	\$200.00	3	0.00	NM	1	\$200.00
				Dr Phil											
				PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/08/12	10/14/12	M-----		1			\$200.00	0.00					
E 15	KSNV	10/08/12	10/08/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm		:30	1	\$300.00	3	0.00	NM	1	\$300.00
				4PM NEWS (1 hour)		(4:30 PM-5:00 PM)									
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/08/12	10/14/12	M-----		1			\$300.00	0.00					
E 16	KSNV	10/02/12	10/05/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm		:30	4	\$300.00	3	0.00	NM	4	\$1,200.00
				4PM NEWS (1 hour)		(4:30 PM-5:00 PM)									
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/01/12	10/07/12	-TWTF--		4			\$300.00	0.00					
E 17	KSNV	10/02/12	10/05/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm		:30	4	\$300.00	3	0.00	NM	4	\$1,200.00
				4PM NEWS (1 hour)		(4:00 PM-4:30 PM)									
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/01/12	10/07/12	-TWTF--		4			\$300.00	0.00					
E 18	KSNV	10/08/12	10/08/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm		:30	1	\$300.00	3	0.00	NM	1	\$300.00
				4PM NEWS (1 hour)		(4:00 PM-4:30 PM)									
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/08/12	10/14/12	M-----		1			\$300.00	0.00					
E 19	KSNV	10/08/12	10/08/12	M-F Early News	CM	5-630p		:30	2	\$450.00	3	0.00	NM	2	\$900.00
				M-F Early News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/08/12	10/14/12	M-----		2			\$450.00	0.00					
E 20	KSNV	10/02/12	10/05/12	M-F Early News	CM	5-630p		:30	8	\$450.00	3	0.00	NM	8	\$3,600.00
				M-F Early News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/01/12	10/07/12	-T-TF--		8			\$450.00	0.00					
E 21	KSNV	10/02/12	10/05/12	Face to Face/Ralston Rep	CM	730-758pm		:30	4	\$225.00	3	0.00	NM	4	\$900.00
				Face to Face w/ J.Ralston											
				FACE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/01/12	10/07/12	-T-TF--		4			\$225.00	0.00					
E 22	KSNV	10/08/12	10/08/12	Face to Face/Ralston Rep	CM	730-758pm		:30	1	\$225.00	3	0.00	NM	1	\$225.00
				Face to Face w/ J.Ralston											
				FACE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/08/12	10/14/12	M-----		1			\$225.00	0.00					
E 23	KSNV	10/06/12	10/06/12	Vegas Inc.	CM	6:30-8pm		:30	1	\$150.00	3	0.00	NM	1	\$150.00
				Vegas Inc.											
				VEGAS INC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/01/12	10/07/12	-----S-		1			\$150.00	0.00					
E 24	KSNV	10/02/12	10/05/12	M-F Jeop/Wheel	CM	630-730pm		:30	8	\$400.00	3	0.00	NM	8	\$3,200.00
				M-F Jeopardy/Wheel of Fortune											
				JEP/WH											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/01/12	10/07/12	-T-TF--		8			\$400.00	0.00					
E 25	KSNV	10/08/12	10/08/12		CM	630-730pm		:30	2	\$400.00	3	0.00	NM	2	\$800.00

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 Flight Dates: 10/02/12 - 10/08/12 Estimate: 30S

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune															
JEP/WH															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week:	10/08/12	10/14/12	M-----	2	\$400.00	0.00									
E 26	KSNV	10/06/12	10/06/12	SIGN ON-SIGN OFF	CM	5a-459a (9:00 PM-10:00 PM)		:30	2	\$250.003	0.00	NM	2	\$500.00	
JEP/WH															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week:	10/01/12	10/07/12	-----S-	2	\$250.00	0.00									
E 27	KSNV	10/07/12	10/07/12	News 3 Live in Prime	CM	7-10pm		:30	1	\$600.003	0.00	NM	1	\$600.00	
NEWS IN PRIME AFTER NFL															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week:	10/01/12	10/07/12	-----S	1	\$600.00	0.00									
E 28	KSNV	10/05/12	10/05/12	Fri PR 9-10p	CM	9-10pm		:30	1	\$1,000.003	0.00	NM	1	\$1,000.00	
Friday Prime 9-10pm															
GRIMM															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week:	10/01/12	10/07/12	----F--	1	\$1,000.00	0.00									
E 29	KSNV	10/03/12	10/03/12	Wed PR 9-10p	CM	9-10pm		:30	1	\$1,700.003	0.00	NM	1	\$1,700.00	
Wednesday Prime 9-10pm															
SVU															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week:	10/01/12	10/07/12	--W----	1	\$1,700.00	0.00									
E 30	KSNV	10/03/12	10/03/12	Wed PR 10-11p	CM	10-11pm		:30	1	\$1,400.003	0.00	NM	1	\$1,400.00	
Wednesday Prime 10-11pm															
CHICAGO FIRE															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week:	10/01/12	10/07/12	--W----	1	\$1,400.00	0.00									
E 31	KSNV	10/02/12	10/05/12	Late Night w/Fallon	CM	1237a-136am	-TWTF--	:30	4	\$75.003	0.00	NM	4	\$300.00	
Late Night w/Fallon															
FALLON															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week:	10/01/12	10/07/12	-TWTF--	4	\$75.00	0.00									
E 32	KSNV	10/08/12	10/08/12	Late Night w/Fallon	CM	1237a-136am	M-----	:30	1	\$75.003	0.00	NM	1	\$75.00	
Late Night w/Fallon															
FALLON															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week:	10/08/12	10/14/12	M-----	1	\$75.00	0.00									
E 33	KSNV	10/08/12	10/08/12	The Tonight Show	CM	1135p-1237a	M-----	:30	2	\$185.003	0.00	NM	2	\$370.00	
Tonight Show															
TON SHOW															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week:	10/08/12	10/14/12	M-----	2	\$185.00	0.00									
E 34	KSNV	10/02/12	10/05/12	The Tonight Show	CM	1135p-1237a	-TWTF--	:30	8	\$185.003	0.00	NM	8	\$1,480.00	
Tonight Show															
TON SHOW															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week:	10/01/12	10/07/12	-TWTF--	8	\$185.00	0.00									
E 35	KSNV	10/02/12	10/05/12	M-F News 3 at Eleven	CM	11pm-1135pm	-TWTF--	:30	4	\$425.003	0.00	NM	4	\$1,700.00	
M-F News 3 at Eleven															
NEWS															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week:	10/01/12	10/07/12	-TWTF--	4	\$425.00	0.00									
E 36	KSNV	10/08/12	10/08/12	M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$425.003	0.00	NM	1	\$425.00	
M-F News 3 at Eleven															
NEWS															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week:	10/08/12	10/14/12	M-----	1	\$425.00	0.00									
E 37	KSNV	10/06/12	10/07/12		CM	11pm-1135pm	-----SS	:30	2	\$400.003	0.00	NM	2	\$800.00	

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